

12 ANNUAL REPORT

OF

OREGON STATE IMMIGRATION COMMISSION

AND

OREGON STATE IMMIGRATION AGENT

Of immigration advertising work done, statistical information collected upon the resources, industries, products and physical characteristics of the State of Oregon and several counties thereof, and all funds expended under authority of the Act of Twenty-sixth Legislative Assembly of the State of Oregon (Session Laws of 1911) approved by Oswald West, Governor of Oregon.

To the Governor, Secretary of State, and Legislative Assembly of the State of Oregon:

The Act creating the office of Oregon State Immigration Agent appropriated \$20,000 for immigration advertising work, to be expended by the Oregon Development League, and \$5,000 for statistical research and collection work, to be expended through the Oregon Agricultural College.

Coincident with the appointment of the present incumbent as State Immigration Agent, there was also appointed by the Governor a Board of Immigration Commissioners, the latter appointment being made under authority of Session Laws of 1885.

All expenditures made by the State Immigration Agent were authorized and approved by the Oregon State Immigration Commission as well as by the Oregon Development League; also approval by the Oregon State Immigration Commission was not required by law it was deemed advisable to submit all plans and proposals in advance for consideration and approval.

The Immigration Agent begs to acknowledge to the Immigration Commissioners the obligation of the State of Oregon and

himself for the time expended in reviewing the plans of the agent, able counsel and practical suggestions, without which the agent would not have been able to accomplish the results here reported.

Acknowledgment is also made to the Oregon Agricultural College and staff for their co-operation, especially to J. A. Bexell, Dean of the Department of Commerce, who without compensation directed the statistical research conducted by the Oregon Statistical Bureau in the Department of Commerce at the College.

Special acknowledgment is also due to the Oregon Development League and the Portland Commercial Club, as set forth below, for having paid the cost of nearly all the immigration work done in the name of the State of Oregon during the period covered by the Act of 1911. As will appear below all of the paid advertising, much of the printing, all of the exhibit work, much of the postage, and all of the general publicity, special correspondence in answering inquiries, much of the compilation work for the state booklet, and all of the general executive supervision given to the publication of the state booklet were paid for by the Oregon Development League and the Portland Commercial Club from subscriptions of Portland business men.

Acknowledgment is also due the city of Portland in that this city pays about one-third of the state taxes and only two pages of the state book were requested for descriptive matter concerning the city of Portland. Also to the County Courts and Assessors for furnishing much county information and to the Mayors and Commercial Clubs of the communities of Oregon for furnishing local information. State officers in every department deserve acknowledgment for having co-operated with the Board in furnishing state information.

In accordance with the recommendations of the Governor in his message to the Twenty-sixth Legislative Assembly and in harmony with the Act, and under authority of the Commission, in April, 1912, the State Immigration Agent undertook the preparation of a state booklet, between the covers of which were to be assembled the statistics concerning the resources and opportunities for the homeseeker and the investor in all parts of the State of Oregon.

Coincident with this, the Oregon Statistical Bureau under direction of Dean Bexell undertook compilation of general statistics concerning the State of Oregon as a whole. Much of this statistical information, partly in the form of diagrams and partly in tabulations, was reported to the Immigration Agent in time to

be included in the state booklet. Work of securing data for the state booklet was of tremendous magnitude, far greater than was anticipated, and it was December 1, 1912, before the booklet of 144 pages and cover was ready for the printer.

Copy of the booklet is attached to this report as a portion thereof. It represents to the State of Oregon no expenditure whatsoever save for paper, printing, binding, mailing and postage with the exception of that small portion of its compilation cost represented by the work of the Oregon Statistical Bureau in the preparations of diagrams and tabulations.

Following is a complete report of disbursements by the State Immigration Agent under direction of the Oregon State Immigration Commission, from the time the Act of 1911 went into effect:

EXPENDED BY THE STATE OF OREGON.

OREGON STATE BOOKLET:

Drafting and engraving covers and maps for State Booklet.....	\$249.24	
Paper for cover, body and wrappers.....	2,012.78	
Typesetting, electrotyping and press work (estimated).....	8,400.00	
Binding, wrapping and mailing (estimated).....	1,925.00	
Postage.....	5,200.00	
		<u>\$17,787.02</u>

OREGON IMMIGRATION COMMISSION:

Stationery.....	11.50	
Traveling expenses of president.....	212.00	
		<u>223.50</u>

(Note.—All miscellaneous expenditures of the Commission, including postage, stationery, other than the \$11.50, etc., are included in expenditures listed below as of Oregon Development League and Portland Commercial Club, same having been defrayed by those organizations and not by the State.)

OREGON STATISTICAL BUREAU (see appendix).....	4,952.84
---	----------

AGRICULTURAL SURVEY BULLETIN:

25,000 copies authorized and in press (estimated).....	1,900.00
--	----------

Total, by State of Oregon.....	<u>\$24,863.36</u>
--------------------------------	--------------------

EXPENDED BY OREGON DEVELOPMENT LEAGUE AND PORTLAND COMMERCIAL CLUB FROM PUBLIC SUBSCRIPTIONS—APRIL 1, 1911 TO DECEMBER 31, 1912.

PAID ADVERTISING:

Display and classified advertisements of Oregon State information and State Booklet. Advertisements published in Farm Journals, Country Weeklies and publications of large general circulation east of Rocky Mountains.....	\$7,853.16
---	------------

PRINTING:

Printed literature, stationery, etc., other than the Oregon State Booklet, concerning the agricultural resources and opportunities of the State of Oregon..	4,950.51
---	----------

SPECIAL ADVERTISING:

Lectures, lantern slides and other miscellaneous advertisement concerning State of Oregon and its opportunities.....	1,378.27
--	----------

EXHIBITS:

Gathering, installing and displaying Oregon State exhibits on special exhibit cars and at St. Paul, Minneapolis and Chicago Land Shows.....	4,987.59
---	----------

PRESS PUBLICITY:

Salary and expenses of special newspaper writers and photographer in furnishing written articles, photographs, etc., concerning opportunities and resources of the State of Oregon. Articles furnished to Farm Journals, Country Weeklies, Magazines, Trade Papers and Newspapers of large general circulation throughout the United States	7,529.78
---	----------

ANSWERING INQUIRIES:

Salaries and expense of correspondents and stenographers for answering letters of inquiry concerning the State of Oregon and its opportunities.....	9,973.05
Postage:	
On letters and literature.....	3,483.29

SUPERVISION AND COMPILATION:

Salary and traveling expense of State Immigration Agent, expense of general executive work, gathering and compiling statistics and information concerning all portions of the State of Oregon, including information for State Booklet, other printed matter and for answering inquiries, and for general publicity.....	12,352.36
--	-----------

TOTAL BY PORTLAND COMMERCIAL CLUB AND OREGON DEVELOPMENT LEAGUE.....	<u>\$52,013.01</u>
--	--------------------

GRAND TOTAL, EXPENDED BY STATE OF OREGON AND FROM VOLUNTARY SUBSCRIPTION.....	\$76,876.37
---	-------------

The foregoing tabulation emphasizes the fact that it was through the co-operation of the Oregon Development League and the Portland Commercial Club that the State of Oregon was enabled to publish the state booklet and arrange for distribution of same without pay-roll cost to the State of Oregon. No part of the state appropriation of \$20,000 was used for the compensation of any individual for any service, the entire amount expended having been spent for printed matter, binding, mailing and postage.

As a result of the advertising done by the Oregon Development League and Portland Commercial Club from voluntary subscriptions there was accumulated over 100,000 names of inquirers to each of whom the state booklet was mailed. The booklet was also mailed to people living east of the Rocky Mountains or outside of the State of Oregon, names furnished by citizens of Oregon in all parts of the state.

Copies of the booklet were also sent to all the public libraries and to many of the High School libraries of the United States.

The edition of 180,000 copies proved too small to meet the demand, as thousands of people who received copies desired to have other copies sent to friends and acquaintances. The demands from educational institutions alone would have used up the entire edition as there was a general disposition to use the Oregon State Booklet as a text book in the public schools, both common and high.

The demand for state booklets at the land products show and other expositions held in Eastern states was tremendous, as many thousands of visitors have registered at the Oregon booths with request that the state booklet be sent them as soon as published.

Railroad companies all over the United States, especially those lines passing through or having their terminals in Oregon re-

requested copies by tens of thousands for general distribution. The edition was so limited that it was impossible to comply with these requests beyond the number of 1500 copies each for the five trans-continental lines terminal in Oregon. All of these railroads are reprinting portions of this booklet at their own expense for distribution among the thousands of people who are inquiring for Oregon information.

It was the aim of the commission and the agent to publish a booklet filled with conservative, carefully compiled information, avoiding highly colored illustrations or other enticing advertising features. The wisdom of this policy has been abundantly demonstrated by the reception accorded the state booklets in all parts of the United States.

Millions of people are looking towards the Pacific Coast as offering them a better climate than that enjoyed where they are resident, and they are eager for just that class of information which is presented in the state booklet.

The title of the booklet "The Oregon Almanac" was presented by the president of the Immigration Commission, Thomas C. Burke of Baker. The selection of the title has proven a very happy one.

A second publication authorized by the Immigration Commission will include the findings of the Oregon Statistical Bureau in a survey of the agricultural opportunities of the State of Oregon, conducted by the Agricultural College during the summer and fall of 1912. It is estimated that this publication will cost \$19,000. It is important as indicating the exact financial progress made by the average Oregon farmer of every county of the state, including the experience of newcomers—this information for the guidance of people who contemplate locating in Oregon.

RECOMMENDATIONS.

The commission and the agent recommend that the office of State Immigration Agent be consolidated with the commission so that the agent may work under the actual direction of the commission in the expenditure of all funds. This will in no wise sacrifice the co-operation of the Oregon Development League, but will unify the immigration and advertising policy of the state under one head.

The commission and agent recommend that the Legislature appropriate sufficient funds to make possible an annual edition of

the Oregon Almanac equal in volume and a little larger in size to the edition published, of 180,000 to 200,000 copies per year.

The Oregon Development League and Portland Commercial Club will again shoulder the responsibility for general advertising, answering of inquiries, compilation, editing and supervision of booklet, without expense to the state. The actual expense to the state of publishing the Oregon Almanac would be \$20,000 per year.

The commission and agent also recommend a continuation of the Oregon Statistical Bureau under the auspices of the Oregon Agricultural College with an annual appropriation of \$5,000, so that the high standard of statistical research may be maintained. It is important that the opportunity and resource statistics of Oregon as a state be thoroughly gathered and kept up to date each year not only for publication in bulletins and the state booklet, but for the general information of the citizens of Oregon and the people of the United States through special publicity.

The commission and agent also recommend that the State of Oregon prepare adequately for exhibits of its land products at various land product shows to be held east of the Rocky Mountains and other places outside of the State of Oregon. A minimum of \$10,000 a year is required to give Oregon anything like adequate representation at these land shows in competition with other states seeking immigration.

The commission and agent also recommend preparation for foreign immigration work in advance of the opening of the Panama Canal. No class of citizens is more valuable to Oregon than is the industrious, thrifty, foreign-born farmer, who emigrates from unfavorable European conditions to carve out a home for his family in a new country. There is a certain immigration from Europe which is undesirable, especially that which congregates in our cities and towns, creating slum districts, living below the standard of American workmen, and entering into ruinous competition with American labor.

It would be the purpose and duty of the Oregon State Immigration Commission to restrict, insofar as possible, undesirable immigration and encourage by every possible means the incoming of desirable immigrants, especially the agriculturists.

One of the most important problems before the people of Oregon at this particular time is to anticipate the effects of the opening of the Panama Canal and to secure the best possible results from the standpoint of immigration.

Oregon is one of the most sparsely populated states in the Union and has more good land still to be occupied and made to produce wealth than any other state. Whereas New York and Pennsylvania combined have less area than our state they outstrip us in point of numbers by twenty-five to one. Their lands are no longer as fertile as ours, and the average of waste land is fully as great as that of Oregon. These facts must make it apparent to the most casual observer that Oregon's greatest need is more people.

If we are to judge by the experience of Atlantic Coast States, the direct steamship communication which will follow the opening of the Canal will bring to this Coast immigrants by the tens of thousands. It is also the experience of the Eastern states that a large percentage of these are not of the most desirable class. Too many of them flock to the already congested sections, nor are they competent to go onto the land and become producers. We do not want our Western cities overrun with more undesirables. We do want our vast areas of vacant lands settled with thrifty producers.

It is therefore believed that in order to discourage the less desirable immigration and to encourage that which is needed, a campaign of education should be started at once by our state among the better class of Europeans who can be induced to come here, and not only improve their own condition, but become developers of our latent resources and producers of wealth for themselves and the commonwealth. In order to do this and compete successfully with other parts of the world such as the South American countries, South Africa, and Asiatic regions, it will be necessary for the Pacific Coast to place attractive and truthful information before the desirable people of overcrowded Europe in their own language and by co-operating with our foreign representatives. The other Coast States active in this work and Oregon should no longer lag in the race for population and development.

The commercial organizations of Oregon have expended vast sums of money for the settlement and development of our state, but they cannot be asked or expected to assume this new burden, and the only hope Oregon has to keep pace with her neighbors will be for the state to provide funds to do the work.

Establishment of an Oregon Information Bureau centrally located in Northern Europe would enable the state to distribute information and secure desirable immigration which otherwise

would not be attracted to the State of Oregon. A minimum of \$15,000 a year, it is estimated, will be required to furnish printed matter in foreign languages, pay postage and maintain a bureau of this character.

It is only by an aggressive advertising and immigration policy that added population can be secured in the near future. If we are lax in advertising our state we must wait for many years—perhaps beyond the life of the present generation—before our state becomes sufficiently populous that our people may enjoy the benefits of good roads, well developed community life and other advantages of civilization too costly to be paid for by a sparse population such as is here at present. If the State of Oregon pursues an aggressive, spirited policy in advertising its resources and stimulating immigration, the population will be more than doubled during each of the succeeding decades, and with proper care given to the assimilation of newcomers so they may locate to their advantage and become producers at an early date, there will be developed a property value for taxation that will enable the State of Oregon to improve living conditions with better roads and the securing for its residents of an environment that will enable them to enjoy in fullest measure the scenic beauties and natural climatic advantages of the wonderful state in which it is their good fortune to live.

Respectfully submitted,

OREGON STATE IMMIGRATION COMMISSION,

Board of Commissioners:

Thomas C. Burke, President, Baker,
A. F. Hofer, Vice-President, Salem,
W. E. Coman, Portland,
John M. Scott, Portland,
C. C. Chapman, Portland,
Marshal N. Dana, Secretary, Portland,

OREGON STATE IMMIGRATION AGENT:

C. C. Chapman, Portland.

APPENDIX.

REPORT BUREAU OF STATISTICS.

J. A. Bexell, Director.

The last Legislature appropriated \$5,000 for statistical research to be carried on in connection with the publicity work of

the State Immigration Commission. This appropriation, however, was subject to the release of the Governor, and it was not until March 28, 1912, that we were notified of the release of the appropriation. After organizing the Bureau of Statistics, it was found that there were two distinct lines of investigation which required immediate attention if we were to avail ourselves of the appropriation. First, the compilation of statistical data for a publication to be known as the Oregon Almanac to be published in a very large edition by the Immigration Commission and secondly, a preliminary agricultural survey of the agricultural opportunities of the state. The work of the Department was so arranged that Mr. E. B. Lemon could devote the greater part of his time to statistics during the remainder of the school year, his entire time during the summer, and nearly all of his time during the present semester. Mr. N. B. Baldwin was employed as stenographer and office assistant. It was also necessary to press into service every department of the School of Agriculture, and the work required a large share of my own time.

The work for the Oregon Almanac was completed about June 15th and the survey was begun June 17th. The plans had been perfected by an Advisory Committee at a meeting held May 18th, at which state Immigration Agent C. C. Chapman was also present.

The committee appointed by yourself, was as follows:

DEAN J. A. BEXELL,
DR. JAMES WITHYCOMBE,
DEAN A. B. CORDLEY,
PROF. C. I. LEWIS,
PROF. H. D. SCUDDER,
PROF. F. L. KENT,
PROF. E. L. POTTER,
PROF. JAMES DRYDEN,
DR. HECTOR MACPHERSON,
DEAN G. A. COVELL,
PROF. H. M. PARKS,
PROF. G. W. PEAVY.

The details and progress of this work is found in a report by Assistant Statistician Lemon attached hereto.

At a meeting of the Advisory Committee held at the College. October 25th, it was decided to co-operate with the Immigration Commission and the State Immigration Agent, C. C. Chapman, in publishing a digest of the survey in an edition of 25,000 copies. It is expected that this will be ready for publication some time

during the second semester of this school year. Owing to the impracticability of securing a trained statistician for only six months, and the condition of the appropriation, I was forced to participate in the statistical work far more than the teaching force of the department justifies. Should the appropriation continue and should it be desired to have the work permanently connected with the school of commerce it will be necessary to secure a trained statistician to take charge of this work. And this would also necessitate a continued appropriation in order to be able to carry on investigations requiring more than two years to complete them. Mr. Lemon deserves special recognition for his untiring devotion to the statistical work.

J. A. BEXELL,
Director.

FINANCIAL STATEMENT OF THE OREGON STATISTICAL BUREAU.
December 31, 1912.
RECEIPTS AND DISBURSEMENTS.

Appropriation.....	\$5,000.00	
Field Agents, Agricultural Survey.....		\$2,940.35
E. B. Lemon, Assistant Statistician.....		490.00
L. B. Davis, Special Statistician.....		550.00
Stenographer.....		266.09
Postage, Stationery and Printing.....		136.99
Traveling Expenses.....		80.95
Drafting.....		49.63
Equipment.....		53.10
Express.....		8.15
Telephone and Telegraph.....		3.65
Tabulation.....		373.93
Balance.....		47.16
	\$5,000.00	\$5,000.00

COST OF PROJECTS.

PRELIMINARY AGRICULTURAL SURVEY:		
E. B. Lemon (two-thirds time).....	\$330.00	
Stenographer (two-thirds time).....	176.09	
Field Agents.....	2,940.35	
General expenses (three-fourths).....	453.67	
		\$3,900.11
OREGON ALMANAC:		
L. B. Davis.....	\$550.00	
Drafting.....	49.63	
E. B. Lemon (one-third time).....	160.00	
Stenographer (one-third time).....	90.00	
General expenses (one-fourth).....	150.00	
		999.63
Equipment.....		53.10
Balance.....		47.16
		\$5,000.00

Respectfully submitted,
J. A. BEXELL,
Dean School of Commerce, O. A. C.
Director,
Oregon Statistical Bureau.

Dean J. A. Bexell, Director Oregon Statistical Bureau,
Corvallis, Oregon.

Dear Sir: In compliance with your recent request, I beg to submit a report of the Oregon Statistical Bureau. This report

shows an outline of the work accomplished to date and the financial standing of the Bureau, October 1, 1912.

The office has on file 1573 statistical reports of interviews received on various representative farms throughout the state. The agricultural survey is practically completed with the exception of Malheur, Linn and Benton Counties. Agents are now at work in the former county, and arrangements have been made whereby it will be possible to secure the desired number of reports in the two latter counties in the immediate future.

There are also a few reports still in the hands of field agents for final checking. As near as I am able to estimate at this time there are approximately 150 reports yet to be received, bringing the total number of interviews up to 1723. Those now in the office are distributed as follows:

Baker 51, Benton 36, Clackamas 69, Clatsop 37, Columbia 45, Coos 33, Crook 72, Curry 19, Douglas 81, Gilliam 40, Grant 32, Harney 19, Hood River 27, Jackson 96, Josephine 53, Klamath 71, Lake 59, Lane 91, Lincoln 38, Linn 16, Marion 62, Morrow 39, Multnomah 18, Polk 47, Sherman 41, Tillamook 49, Umatilla 62, Union 46, Wallowa 32, Wasco 52, Washington 65, Wheeler 42, Yamhill 54.

The work of tabulation is well under way, but as much of this is being done by students who work irregular hours, it is difficult to estimate the exact time it will require to compile the large amount of data the reports contain. However, it is planned to have all of the figures transferred to the tabulation sheets by November 1st, but considerable additional time will be required in checking, striking averages and determining the final results.

Respectfully submitted,

E. B. LEMON,
Assistant Statistician.

